

ESTTA Tracking number: **ESTTA616404**

Filing date: **07/18/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

| | |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Proceeding | 92055094 |
| Party | Plaintiff Swig, Inc. |
| Correspondence Address | JEFFREY A TINKER WINSTEAD PC 2728 N HARWOOD ST, 500 WINSTEAD BLDG DALLAS, TX 75201 UNITED STATES jtinker@winstead.com |
| Submission | Appearance of Counsel/Power of Attorney |
| Filer's Name | Charles M. Hosch |
| Filer's e-mail | charles.hosch@strasburger.com, IPDocketing@strasburger.com, nancy.quirk@strasburger.com |
| Signature | s/Charles M. Hosch/ |
| Date | 07/18/2014 |
| Attachments | swignotice.pdf(81273 bytes) swigpoa.pdf(169479 bytes) |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Registration
3,885,993
Mark: SWIG
Registration Date: December 7, 2010

| | | |
|-----------------------|---|---------------------------|
| SWIG, INC., |) | |
| |) | |
| Petitioner, |) | |
| v. |) | |
| |) | Cancellation No. 92055094 |
| TEMPERANCE DISTILLING |) | |
| COMPANY, INC., |) | |
| |) | |
| Registrant. |) | |

NOTICE OF APPEARANCE

PLEASE TAKE NOTICE that the undersigned hereby appears on behalf of
Petitioner SWIG, Inc.

Charles M. Hosch
State Bar No. 10026925
Strasburger & Price, LLP
901 Main Street, Suite 4400
Dallas, Texas 75202
(214) 651-4300
(214) 651-4330 (Fax)
charles.hosch@strasburger.com

Merritt Clements
State Bar No. 04369500
Strasburger & Price, LLP
300 Convent Street, Suite 900
San Antonio, Texas 78205-3715
(210) 250-6000
(210) 250-6100
merritt.clements@sdtrasburger.com

Respectfully submitted,

/s/ Charles M. Hosch

CHARLES M. HOSCH

Texas Bar No. 10026925

Strasburger & Price, LLP

9001 Main Street, Suite 4400

Dallas, TX 75202

(214) 651 4678 Telephone

(214) 659 4050 Facsimile

Charles.hosch@strasburger.com

Merritt Clements

State Bar No. 04369500

Strasburger & Price, LLP

300 Convent Street, Suite 900

San Antonio, Texas 78205-3715

(210) 250-6000

(210) 250-6100

merritt.clements@sdtrasburger.com

COUNSEL FOR PETITIONER SWIG, INC.

CERTIFICATE OF SERVICE

The undersigned counsel certifies that on the 18th day of July, 2014, a true and correct copy of the foregoing was forwarded to counsel for Registrant via U.S. Mail and electronic mail, addressed as follows:

Gregg W. Emch
Joseph W. Tucker
Richard S. MacMillan
MacMillan Sobanski & Todd
One Maritime Place, 5th Floor
720 Water Street
Toledo, OH 43604
emch@mstfirm.com

/s/ Charles M. Hosch

Charles M. Hosch

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| TEMPERANCE DISTILLING |) | |
| COMPANY, INC., |) | |
| |) | |
| Registrant. |) | |

POWER OF ATTORNEY

Petitioner hereby appoints the following members of the firm of Strasburger & Price, LLP, with an address of 901 Main Street, Suite 4400, Dallas, Texas 75202: Charles M. Hosch, Merritt Clements, and all other attorneys of Strasburger & Price, LLP, members of the State Bar of Texas, to prosecute this cancellation proceeding, to transact all business in connection therewith, and to receive all correspondence associated therewith. Every member of the firm of Strasburger & Price, LLP, and every attorney at law associated with said firm is hereby authorized to sign any paper and to conduct any business on behalf of Petitioner in this cancellation proceeding. Petition requests that all correspondence be directed to Charles M. Hosch at (214) 651-4300, charles.hosch@strasburger.com, at the following address:

Strasburger & Price, LLP
901 Main Street, Suite 4400
Dallas, Texas 75202

SWIG, INC.,

By: 
Name: CHRISTOPHER ERCK
Title: PRESIDENT

Date: 7.9.14

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| |) | |
| Registrant. |) | |

CERTIFICATE OF SERVICE

I hereby certify that the foregoing Power of Attorney was served upon Registrant by causing a true and correct copy thereof to be sent by first class mail, postage prepared on July 18, 2014 to:

MacMillan Sobanski & Todd
ATTN: Richard S. MacMillan
One Maritime Plaza, 5th Floor
710 Water Street
Toledo, Ohio 43604

Strasburger & Price, LLP

By: Charles M. Hord